

Debra Mary Nicholson-Bassham  
Fall 2012  
Graduate Admissions Statement of Purpose  
M.A. Education; Instructional Technology

Upon completion of my Bachelor of Arts in Speech Communications Studies (cum laude) 1984, San Francisco State University, I've spent time developing my accounting and communications practice, Nicholson Business Services, while pursuing continuing education in a wide array of disciplines in search of my greatest good. I found myself drawn to educational pursuits that combined both analytical focus and intuitive processes. I explored math, statistics, accounting, science, politics, liberal arts, psychology, philosophy, sociology and the magic of theater. I obtained an ABE Teaching credential in English, Humanities, Social Sciences, and Basic Education for my efforts. With such depth and breadth in my coursework, I decided early on I would earn income with accounting and communications skills, while spending free time focused on arts and technology, with the desire to share with others my knowledge and experience. In 1998, with the help of a Japanese flash animator, my first Noodle Brain Productions site was built in Japan. Realizing I could not speak Japanese, and he could not speak English, I hired some flash animators in San Francisco to help me to build a site for myself and, eager to learn, I peered over their shoulders and took notes.

By 2002, I had my Noodle Brain Productions site up and running using Adobe platforms on a PC. In 2004 I won a Mayoral scholarship to the Digital Directions program offered by the Bay Area Video Coalition for one year where I more deeply developed Web and Video Core skills using Noodle Brain Productions as my project. Soon after, upon advisement, I joined SF Public Access TV and produced one year of television broadcasts, bringing the Noodle Brain Productions website to life for the viewing public. Using on-street interviews with the public, with teachers, writers, activists and scholars, I co-produced with my husband, nine one hour shows. I have two of these shows currently uploaded. The Main Movie which introduces Noodle Brain concepts and learning processes, and the Integrity Tone Scale movie, which teaches the importance of integrity based on a model created by Vern Black and David Goodstein in 1978. Either can be easily viewed and shared on our <http://www.youtube.com/msnoodlebrain> site. There is more work to be done on [noodlebrain.com](http://noodlebrain.com), yet it gets over 10,000 unsolicited hits per month.

By 2003, my husband (a composer and singer/songwriter) and I developed a small record label, a radio broadcast station from 2004 to 2011, and have produced sixteen records and over 100 movies for free public viewing using a variety of technological software programs. These can be enjoyed at Ear Candle Productions or one can find music at <http://www.soundcloud.com/earcandleproductions> and some of the movies at <http://www.youtube.com/earcandleproductions>.

Other projects from my portfolio from coursework at City College of San Francisco are linked here:

Flash Essentials Class (Grade A): <http://www.noodlebrain.com/Finalembflv.swf> (How to Neti Pot)

Dreamweaver Web Sites (Grade A)

<http://www.noodlebrain.com/Restaurant/index.html> (A class project for a website that discusses Slow Food.)

DVD Authoring (Grade A) based on <http://www.noodlebrain.com/nbpits.swf> and the movie mentioned above.

I am a creative analyst. This MA focus in ITEC adds the core learning principles needed to design, author, and provide instruction through technology. I hope to create learning modules for the public at large as well as for government, education, and private companies. My theater training, along with my training in humanities, communications and business will help me to design and deliver training opportunities using creative arts and a variety of media including video, animation, computer and web technologies. Please accept my application.